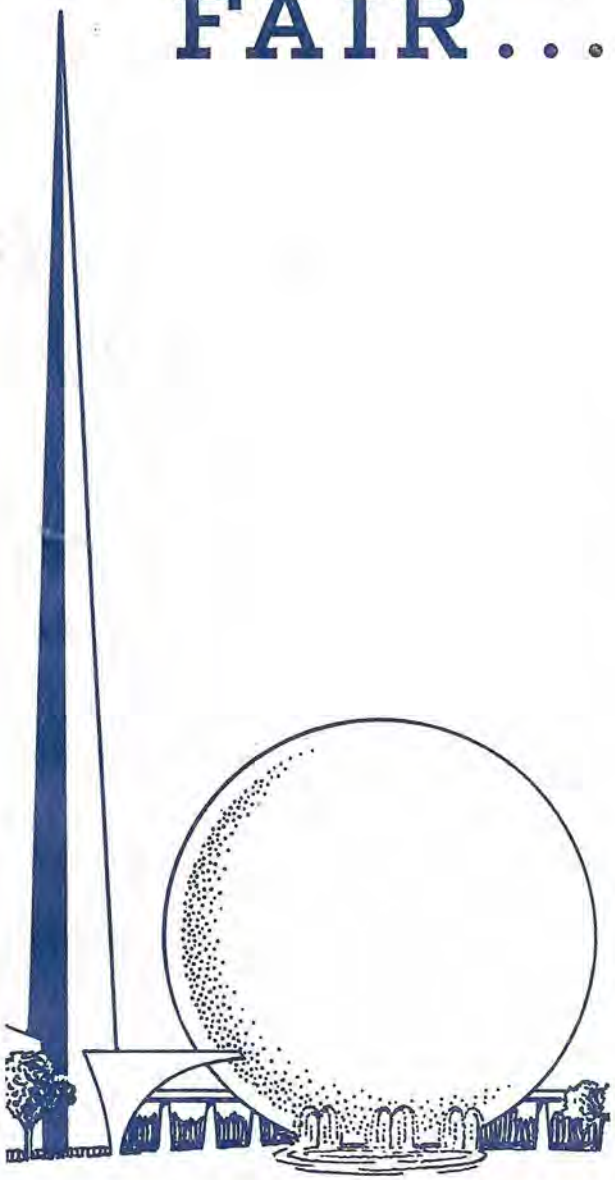
GOING to the FAIR . . .



SUPPLEMENT TO THE JUNE 1939

KODAK

Fair Warnings

Don't go to New York during the fair season without making your hotel reservations in advance. There are plenty of hotels and recommended rooms both in Manhattan and just outside—but there are thousands of out-of-town holiday makers to fill them.

Don't drive unless you know where you are going to keep your car.

Don't make acquaintances in hotel lobbies.

Don't give your hotel-room number to strangers.

Don't allow a public porter, truckman, or expressman to handle your baggage unless he produces his license. Note his number when he does.

Don't accept the advice of strangers on the street for directions. Ask policemen, they have complete information.

Don't play cards or other games with strangers.

Don't look for bargains except in legitimate stores.

Don't go sight-seeing except in bona fide busses.

Don't answer a knock on your hotel-room door unless the visitor has been announced by phone.

Don't fail to put your valuables in the hotel safe —which is usually at the desk where you pick up your key.

Don't sign traveler's checks until you cash them.

Don't forget that you may find it very difficult to cash personal checks away from home.

Don't listen to "runners" who may board your car and offer to take you to "a good hotel."

Don't forget that the traffic signal system on certain avenues in New York is at intervals of several blocks. Stop at the nearest intersection when you see a red light. No turns on red in the city.

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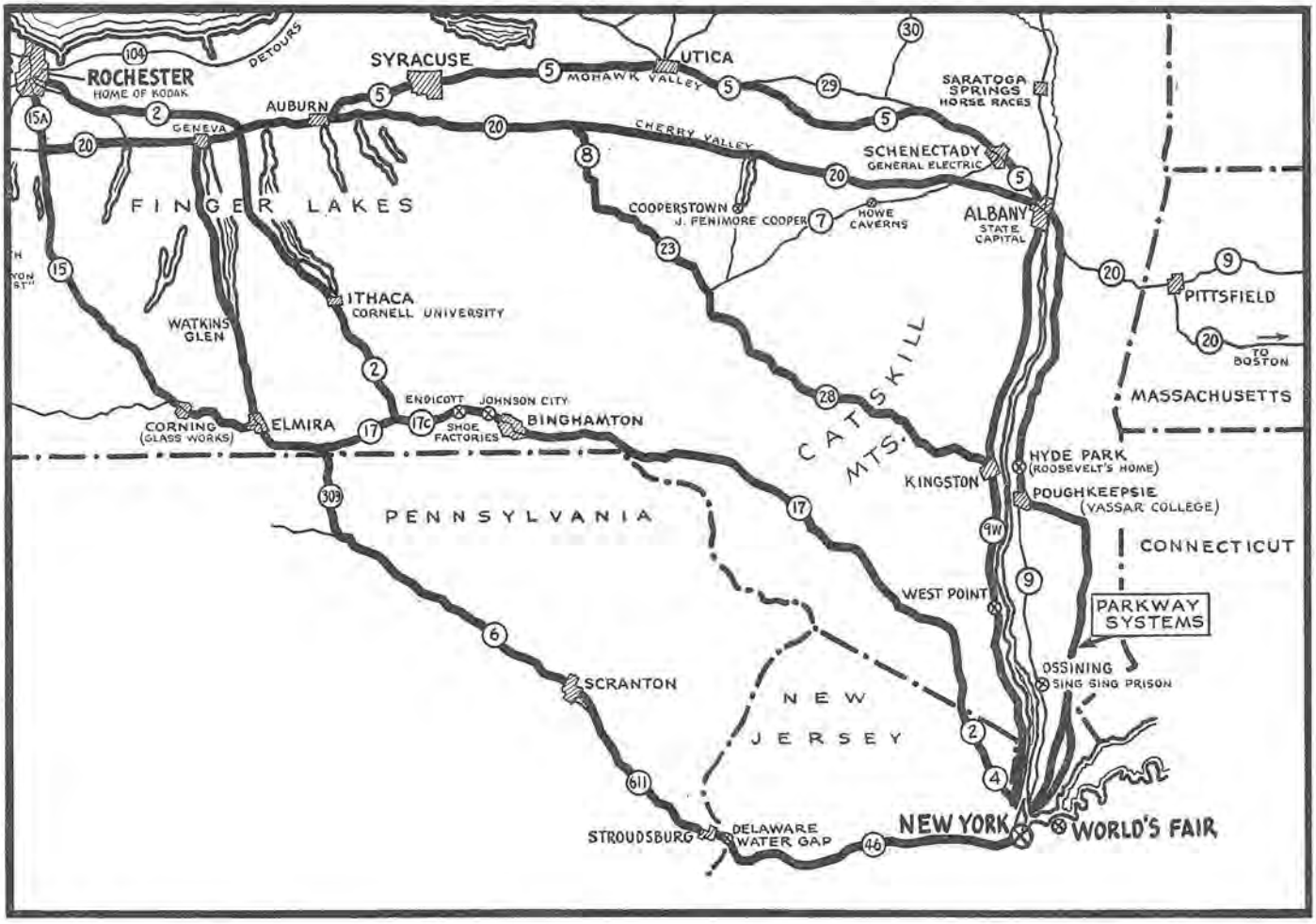
Additional information for fairgoers is being supplied to the plant Athletic Associations and Recreation Clubs. Employees of the Company outside of Rochester are invited to address their inquiries to: THE INDUSTRIAL RELATIONS DEPARTMENT, THE KODAK OFFICE, 343 STATE ST., ROCHESTER, NEW YORK.



Going to the Fair

Some will go by plane, some by train, some by bus. Fares are moderate—many railroads and bus lines offer special trips at amazingly low rates—service is frequent, and they get you there comfortably, safely, and quickly. But for those of us who will pack the family into the old flivver instead, here are a few pointers.

Routes to New York from Rochester are varied and, in general, the roads are excellent. Your gas-station attendant will have up-to-the-minute road maps, many of them indicating interesting things to see en route, and he'll very likely be able to tell you, too, of little-known byways through delightful scenery. But, unless you've got lots of time to spare, it's safer to stick to the well-paved, clearly marked highways. A few of them are shown on the map on this page.

Perhaps the most scenic, if not the most direct, route is through Cherry Valley. Leave Rochester on Route 2, go through Auburn, and take Route 20 for Albany. From Albany, take 9W and drive down alongside the Hudson through Kingston and West Point to New York, via the George Washington Bridge (toll charge: 50¢). An alternate route, and more free of traffic, is over the Catskills: take Route 20 out of Auburn, turn right onto Route 8, and follow Routes 23 and 28 to Kingston. If the engine's in trim, it's a swell ride.

The Delaware Water Gap route is probably the most direct. For this, take 15A out of Rochester to Corning and Elmira. After Elmira, turn right and take 309 and 6 to Scranton. From Scranton pick up 611 for Stroudsburg, and from Stroudsburg 46 leads to the big city. An alternate to this route

would be through Endicott and Binghamton, reached by Route 17 from Elmira.

Take your choice of these or any of the others on the map—they're all wonderfully scenic and well marked.

So much for the actual driving. Parking is another matter, and—in Manhattan itself—a somewhat expensive one. Moreover, though New York is for the most part laid out so that one can find one's way around with a minimum of difficulty, driving in the city is not child's play even for the seasoned New Yorker. The wisest thing for the out-of-town driver to do at any time, and especially during the hustle and bustle of the fair season, is leave the car in the suburbs or 'way uptown where garages cost about the same as in Rochester. New York's rapid, inexpensive transport system will whisk you anywhere you want to go much faster than you could do it in the car, anyway.

For the intrepid few who'll drive into the city come what may, and use their cars to get to the fair, the Automobile Club of New York recommends the following routes to the grounds:

(1) The quickest (though far slower than subway or train) is via the Triborough Bridge (25¢ toll) to the Grand Central Parkway extension leading directly to the fairgrounds. Distance from midtown Manhattan: about 13 miles.

(2) An optional route is via 57th Street and the Queensborough Bridge to Northern Boulevard (Route 25A), and direct to the grounds. Mileage: about seven.

The fair's parking stations are located at some distance from the main grounds. A regular bus service (10¢ fare) plies between the parking stations and the exhibit area.

From Manhattan to the Fairgrounds

The quickest way to the fair is by Long Island Railroad from Pennsylvania Station (34th Street and Seventh Avenue). "From the World of Today to the World of Tomorrow in Ten Minutes for Ten Cents" is the way the railroad describes it. The regular fare for this trip has been 24 cents right along—they've cut it more than in half for the duration of the fair. The Long Island's new World's Fair Station is right in the grounds—on a street they have named "Petticoat Lane," incidentally.

Then (also 10¢ fare) there's the Eighth Avenue Independent Subway—the one that runs all the way up from the Battery, or from Brooklyn, and crosses over toward the East River at 53rd Street. Take the train marked "Jamaica" or you're likely to end up somewhere in the Bronx. The Eighth Avenue Independent Subway goes to a new station located right at the entrance of the fair's Amusement Zone. And there are 280 acres in that one zone alone, to say nothing of the Fountain Lake and its boats and fireworks displays, and Frank Buck's Jungleland with its many wild animals, and Billy Rose's Aquacade with its dancing and diving extravaganzas, and all the rest of the shows that the world's most experienced showmen have been cooking up to make every trip to this fair a truly memorable occasion.

Or there is the Interborough Subway route—only 5¢ fare—all of the old familiar I. R. T. Subway Lines hook up with it at 42nd Street, and you don't even have to pay an extra nickel—just change cars at either Seventh Avenue and 42nd or at Grand Central. Or the I. R. T. Elevated (5¢ fare) that runs up Second Avenue from South Ferry in Manhattan and crosses the bridge to Long Island City at 59th Street. Or take the Brooklyn-Manhattan Transit Line (B. M. T.) (5¢ fare) and change at Queensborough Plaza. The I. R. T. and B. M. T. come into the same station at the fairgrounds, at one end of Rainbow Avenue. And the B. M. T. Stations are painted blue and orange for the occasion.

In addition to these various routes, all quick and all within the nickel range except the Long Island Railroad and the Eighth Avenue Subway, there will be busses from a number of points in Manhattan.

Also, for those who want to land in the World of Tomorrow by water, there are several motorboat routes to the fair's Yacht Basin from various points in Manhattan, New Jersey, and Westchester.

How to See the Fair

There's no lack of literature of all sorts on the fair: the *Official Guide Book* (25¢), pamphlets, and leaflets galore; the *Official Daily Program* (5¢), containing the latest fair news and detailed information on special events; and, of course, the newspapers and magazines.

In the meantime, here are some good advance tips—including some for the one-day visitor—from the New York *Times* special fair supplement:

Whether the visitor has a single day or a full month in which to see the fair, he will likely want to begin by having a look at the Perisphere and the Trylon and entering the Perisphere for a six-minute study of the Theme Exhibit, "Democracity."

This fanciful and prophetic representation of a city of the future will help him to understand the motive of all that awaits him, the underlying thought of the fair—"Building the World of Tomorrow With the Tools of Today."

After that, the seven Focal Exhibits in the buildings close around the Theme Center will supply him with a taste of what the seven general divisions of the fair have to show and how they contribute toward carrying out the dominant motive.

For those who want bird's-eye views of the fair, there are a few high points from which to look down. The Helicline, as it rises in a curve to reach the entrance to the Perisphere, affords a sweeping outlook commanding Constitution Mall and the Main Exhibit Area on either side of it, also the International Area beyond, and the Transportation Area in the other direction.

Other lofty vantage points, if one must climb, are the Ford Road of Tomorrow, the balconies of some of the foreign pavilions, and the 250-foot tower of the Parachute Jump. There is no observation window in the sky-piercing Trylon; so don't ask to go up.

The fact is, the architects planned the fair to be seen from the ground. There are many favorable spots for so seeing it. From the Bridge of Wings and the Bridge of Wheels, leading to the Transportation Area, one gets impressive views that include most of the great structures of the Main Exhibit Area, and, far to the south, minarets, domes, Alpine summits, and other weird constructions of the Amusement Area.

For a comprehensive close-up of the heart of the fair, the looker can do the Mall from the Perisphere to the Lagoon of Nations and continue through the Court of Peace to the stately Federal Building at the end of the long avenue.

The visitor who must get as much of the fair as his eyes and mind can absorb in a single day will

perhaps set out from the Theme Center to stroll through Constitution Hall to the distant Federal Building, viewing exhibition halls, heroic statuary, fountains, gardens, and the Lagoon of Nations on the way.

The jaunt will give him and his feet a good notion of the size of the fair. To save the feet and conserve time, he can take a tractor-drawn train of sight-seeing cars back down the Mall to the starting point.

Another tractor train will carry him from the Theme Center through the Avenue of Pioneers, Rainbow Avenue, and the Avenue of Patriots, and back to the Theme Center, and he will pass at least forty of the notable buildings in the middle of the main area. By now he has seen, from the outside, perhaps a third of the big show.

The next move might be to board one of the 100 sight-seeing busses that make a circuit of the fair close to the edges. On the way, he sees such points of interest as Petticoat Lane, Tomorrow Town, Gardens on Parade, the outlying national pavilions, the Court of States, the New England Village, the hangarlike Hall of Music, the State Amphitheater, the Amusement Zone on its 280 acres, and the imposing Transportation Zone.

There's a good day's fairgoing for him in this program. He will see more architecture of a fantastically beautiful sort, more use of amazing color, more mural paintings, imaginative and startling, than he has ever before laid eyes on in one day. True, he has seen only the outside of things, but he has seen a vision that will keep him wondering for a long while.

And if he prolongs his stay into the night, when the lights come on, he will see an entirely different fair and one still more marvelous.

Fair Facts

The fair's nine gateways are opened at 9 a.m. each day and the exhibition buildings open at 10 a.m. The Main Exhibit Area of the fair closes at 10 p.m., and the Amusement Zone closes at 2 a.m.

General admission to the fair is 75 cents for adults, 25 cents for children from three to fourteen. One day a week, children are admitted for 10 cents. There are no free passes.

The cost of visiting *all* exhibits and concessions is estimated to be about $14. Admission is charged by the following exhibits in the main area:

Perisphere, 25 cents. Gardens on Parade, 40 cents. Masterpieces of Art Museum, 40 cents. Contemporary Art Exhibition, 25 cents. Railroads on Parade, 25 cents. Model Railroad, 10 cents. Town of Tomorrow, 10 cents.

Average admission charge in the Amusement Area—most of the concessions there have entrance fees—is 20 cents.

Located at strategic points on the fairgrounds are fifteen information booths. For the foot-weary, there are 50,000 benches.

From the Battery to the Bronx

There are so many worth-while sights in New York that a complete listing would fill an entire volume. Definitely not to be missed by the visitor, however, are the places mentioned in this brief survey—most of them, incidentally, free and within nickel or dime fare from any part of the city.

Let's start at the Battery, gateway to O. Henry's beloved "Bagdad on the Subway." Here, we can sit in the sunshine and watch the great ocean liners pass by the Statue of Liberty and sail to their docks along the Hudson. And, when we've drunk our fill of the magic that is New York Harbor, there's the Aquarium—once a stout fort—with its more than two thousand varieties of fish.

At Pearl and Broad Streets, within a stone's throw of the Battery, is Fraunces Tavern, where Washington said farewell to his officers in 1783. Going up Broadway, which runs the length of Manhattan, we come to Trinity Church and its peaceful graveyard. Running east from here is Wall Street, New York's great financial district, and two of the city's highest skyscrapers. Farther north is the Woolworth Building and, just beyond it, City Hall Park. The City Hall itself is noted for its architectural beauty. It was built at a time when the city boasted a population of 60,000.

On again and next stop—Chinatown, full of the magic of the Orient. Here, you may pick up imported goods in wide variety or—if you know how to ask for it—have some real Chinese food. Hard by Chinatown is the world-famous Bowery, replete with memories of Big Mose, Steve Brodie, Diamond Jim Brady, and other legendary figures.

And so north to Washington Square, where Fifth Avenue begins. To the west of the Square is Greenwich Village, site of the second oldest settlement of

white men on Manhattan Island and home of a large artist colony. Patchin Place, Milligan's Lane, and McDougall Alley are old and quaint streets well worth seeing.

Union Square, once the farthest uptown district in the city, is at 14th Street and Broadway; and nine blocks farther north is Madison Square, where Broadway and Fifth Avenue cross. The Flatiron Building, New York's first skyscraper, is at the southern extremity of the intersection.

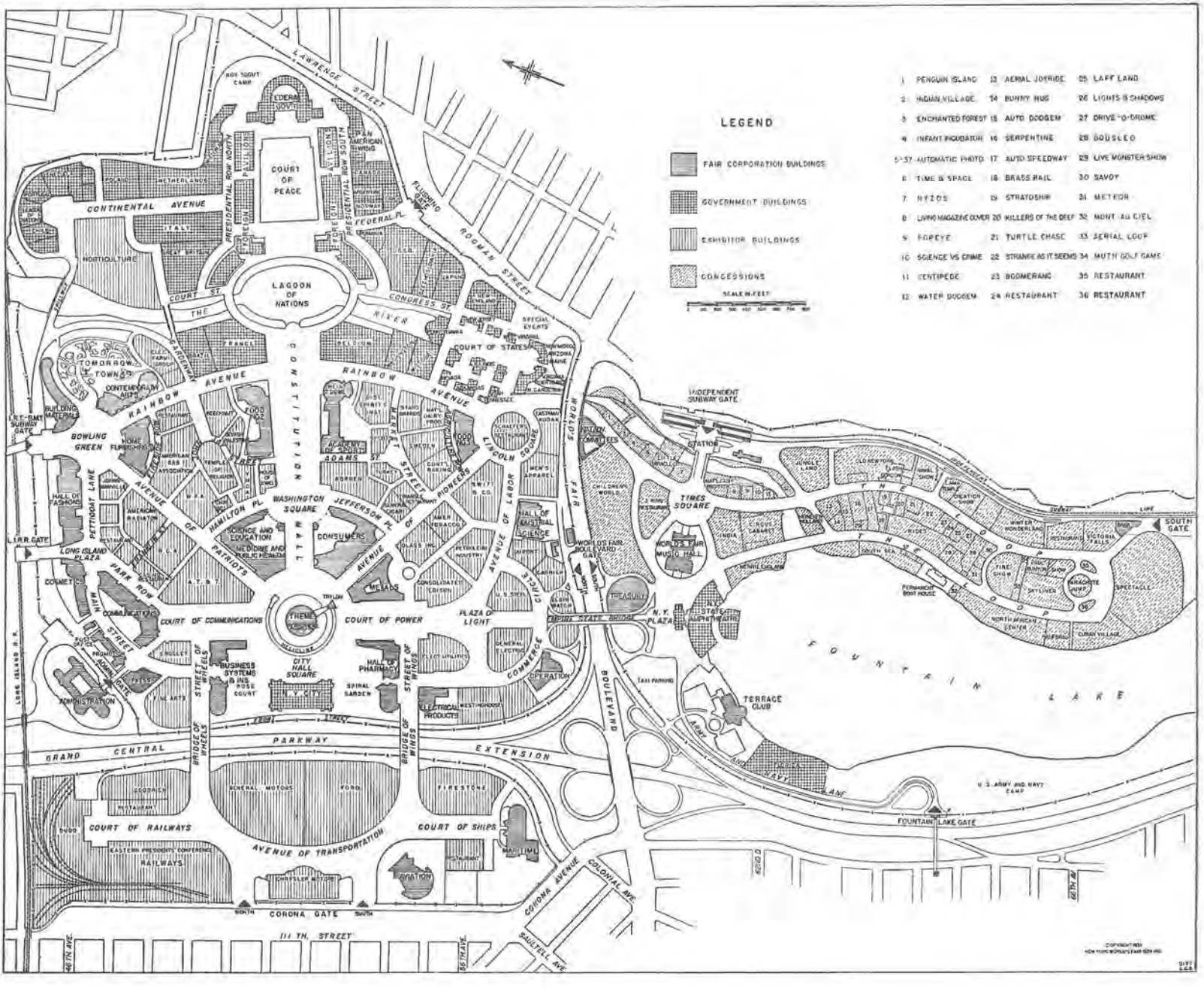
From this point, Broadway runs through the garment-making district, through Herald Square with its famous department stores, and into the theater district—but we're going along Fifth Avenue instead. At 34th Street looms the world's tallest building, the 1250-foot, 102-story Empire State Building. The view from the observation roof on a clear day is unforgettable. Admission to the roof is one dollar for adults.

The New York Public Library, treasure house of more than two million books and pamphlets, is at 42nd Street and Fifth Avenue; and three blocks east is the Chrysler Building, second tallest in the city. Near-by also is the Grand Central Terminal, total area 79 acres, one of the world's finest railroad depots.

St. Patrick's Cathedral, one of New York's great churches, is at 50th Street, and—opposite it—Rockefeller Center with twelve buildings covering three large blocks to form a wonderful "city within a city." From here are broadcast many of your favorite radio programs.

Nine blocks north is Central Park—879 acres of landscaped country in the heart of the city. A menagerie, an arsenal, natural caves, playing fields, a bird sanctuary, reservoirs, and the Egyptian obelisk known as "Cleopatra's Needle" are among the many attractions the Park has to offer. Here, also, are the American Museum of Natural History, the Metropolitan Museum of Art—the most important in the United States—and the Hayden Planetarium.

North of Central Park are Harlem, Columbia University, Fort Tryon Park with its Cloisters, New York University, the Yankee Stadium, Fordham University, and Crotona and Bronx Parks. The Botanical Garden in the Bronx Park is famed all over the world, as is the Bronx Zoo with the world's largest collection of living birds.


LEGEND
FAIR CORPORATION BUILDINGS
GOVERNMENT BUILDINGS
EXHIBITOR BUILDINGS
CONCESSIONS
SCALE IN FEET
1 PENGUIN ISLAND
2 INDIAN VILLAGE
3 ENCHANTED FOREST
4 INFANT INCUBATOR
5-37 AUTOMATIC PHOTO
6 TIME IS SPACE
7 NYZOS
8 LIVING MAGAZINE COVER
9 POPEYE
10 SCIENCE VS CRIME
11 CENTIPEDE
12 WATER DOODEM
13 AERIAL JOYRIDE
14 BUNNY HUG
15 AUTO DOODEM
16 SERPENTINE
17 AUTO SPEEDWAY
18 BRASS RAIL
19 STRATOSHIP
20 KILLERS OF THE DEEP
21 TURTLE CHASE
22 STRANGE AS IT SEEMS
23 BOOMERANG
24 RESTAURANT
25 LAFF LAND
26 LIGHTS & SHADOWS
27 DRIVE-O-DROME
28 DOUSLEO
29 LIVE MONSTER SHOW
30 SAVOY
31 METEOR
32 MONT AU CIEL
33 AERIAL LOOP
34 MUTH GOLF GAME
35 RESTAURANT
36 RESTAURANT
LAWRENCE STREET
CONTINENTAL AVENUE
COURT OF PEACE
FEDERAL PL.
FLUSHING AVENUE
ROGMAN STREET
PRESIDENTIAL ROW NORTH
PRESIDENTIAL ROW SOUTH
PAN AMERICAN WING
HORTICULTURE
LAGOON OF NATIONS
CONGRESS ST.
THE RIVER
COURT OF STATES
CONSTITUTION MALL
RAINBOW AVENUE
TOMORROW TOWN
CONTEMPORALAMA
BOWLING GREEN
HOME FURNISHINGS
AMERICAN ASSOCIATION
ADAMS ST.
LINCOLN SQUARE
WORLDS FAIR BOULEVARD
INDEPENDENT SUBWAY GATE
STATION
TIMES SQUARE
HALL OF FASHIONS
PETTICOAT LANE
WASHINGTON SQUARE
JEFFERSON PL.
HAMILTON PL.
PIONEERS AVENUE OF LABOR
HALL OF EASTERN SCIENCE
WORLD'S FAIR MUSIC HALL
L.I.R.R. GATE
LONG ISLAND PLAZA
PARK ROW
SCIENCE AND EDUCATION
CONSUMERS
PATRIOTS AVENUE OF
MELLON
COURT OF COMMUNICATIONS
COURT OF POWER
PLAZA OF LIGHT
CIRCLE
TREASURY
N.Y. STATE AUDITORIUM
N.Y. PLAZA
CORONA STATE BRIDGE
THEME CENTER
TRYLON
PERISPHERE
COMMUNICATIONS
ADMINISTRATION
PROMENADE
MAIN STREET
CITY HALL SQUARE
HALL OF PHARMACY
SPIRAL SARSEN
STREET OF WHEELS
BRIDGE OF WHEELS
STREET OF WINGS
BRIDGE OF WINGS
COMMERCE
OPERATION
ELECTRICAL PRODUCTS
BUSINESS SYSTEMS & INSURANCE COURT
BOULEVARD
TAXI PARKING
TERRACE CLUB
FOUNTAIN LAKE
GRAND CENTRAL PARKWAY
EXTENSION
GENERAL MOTORS
FORD
FIRESTONE
COURT OF RAILWAYS
COURT OF SHIPS
AVENUE OF TRANSPORTATION
EASTERN PASSENGER CONFERENCE RAILWAYS
CHRYSLER MOTORS
AVIATION
MARITIME
CORONA GATE
111 TH. STREET
CORONA AVENUE
COLONIAL AVE.
SAULTELL AVE.
46TH AVE.
56TH AVE.
65TH AVE.
FOUNTAIN LAKE GATE
U.S. ARMY AND NAVY CAMP
THE LOOP
SOUTH SEA
SKYLINER
PARACHUTE JUMP
SPECTACLE
TIRE SHOW
DAIRY SHOW
CUBAN VILLAGE
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